



NETTELBOOSJE 2

ALUMNI MAGAZINE STRATEGIC INNOVATION MANAGEMENT

Editorial for: S3-Q4: May 2016

The downside of using nicknames for students - you forget their real names

Dear all,

I hope that you are all looking forward to your Summer break. Here at Nettelbosje 2, teachers are wrapping up, making exams and providing some (last-minute) help to students who are extremely busy with finalizing their thesis. This edition of Nettelbosje 2 – S3-Q4 – has the stories of two former alumni, who studied at the RUG during 2012-2014: **Lianne Noteboom** and **Mart Beune**. In the end I got to remember their actual names, but it took me a while as I only knew their nicknames.

I have come to know Lianne during the Specialization Course. She picked the ice-cream industry to investigate a creative network of professionals, and identify their innovations. From that moment on, Florian Noseleit and I (we are both bad at remembering names) referred to her as “the ice-cream girl”. This convenient association worked for us as we immediately knew about which person we were talking about. Lianne found out that her focal actor –the ice-cream store owner– was not that innovative to say the least; the only thing he changed in his 10 years of existence was buying a new freezer. Luckily, Lianne demonstrated greater creativity during her master thesis project by convincing a large number of respondents to participate by giving away three fresh, home-made apple pies.

Mart quickly became known as “the nice guy that works at the Energy Academy”. During his studies, he was very active with doing things *next* to his study. One of these activities was managing -first as student assistant, later as project leader- the Energy Academy. With his great charm and networking ability, many teachers were fond of him, but also many of them had trouble in remembering his name. The downside of using nicknames that work so well is that you often forget the real names. I probably should have taken more care in looking at these [lists with tricks](#) to remember actual names. Ah well....Happy Holidays, and enjoy the stories of **Lianne** and **Mart**!